

CLAIMS:

1. A method for providing information services comprising:

(1) reviewing sources of information to select relevant data;

(2) further reviewing the data selected in step (1) by an editor, and selecting at least a portion of the data selected in the step (1) for placement on webpages;

(3) entering the portion of the data selected in step (2) for placement on the webpages; and

(4) arranging and displaying the data entered in step (3) on at least the following sub-webs: industry overview, corporations in the industry, and products produced by the industry.

2. The method of claim 2, wherein step (1) includes reviewing printed and on-line sources of information.

3. The method of claim 2 further including reviewing the on-line sources of information for data to be placed on a hot sheet webpage.

4. The method of claim 3, wherein step (2) includes reviewing of the data selected in step (1) from the printed sources of information for data to be placed on the hot sheet webpage.

5. The method of claim 4, wherein after having reviewed the printed and online sources of information for the data to be placed on the hot sheet webpage, review the printed and

online sources of information for data to be placed on other webpages.

6. The method of claim 2, wherein reviewing printed sources of information includes: (a) reviewing trade journals for future product photography, customer and dealer incentives charts, sales charts, general materials, and client-specific materials; (b) reviewing newspapers for advertising materials and general information; and (c) reviewing consumer magazines for advertising materials and general information.

7. The method of claim 1, wherein step (1) includes providing citations for the selected data.

8. The method of claim 1, wherein step (1) includes reviewing the sources of information for marketing, advertising, sales-related and client-specific data.

9. The method of claim 1, wherein step (2) includes reviewing the data selected in step (1) to determine duplication, to highlight important information, and to determine the data's categories and placement on the webpages.

10. The method of claim 1, wherein the portion of the data selected in step (2) includes text-based articles, sales and product lifecycle date statistics, photography and advertising, and wherein entering the portion of the data selected in step (2) into the webpages includes first entering the sales and product lifecycle date statistics.

11. The method of claim 1, wherein the sub-web of industry overview includes data specific to the industry in general.

12. The method of claim 11, wherein the sub-web of industry overview includes at least one super-category.

13. The method of claim 12, wherein the at least one super-category includes at least one of the following super-categories: sales trends; growth/share matrix; marketing & advertising trends; media spending; demographics; aftermarket; design & technology; e-commerce; sales issues; safety; mergers, acquisitions and partnerships; environment; and general.

14. The method of claim 13, wherein at least one of the super-categories includes at least one sub-category.

15. The method of claim 14, wherein the super-category of marketing & advertising trends includes at least one of the following sub-categories: broadcast, consumer data privacy, direct marketing, general, interactive/internet, outdoor/terminals, and print.

16. The method of claim 14, wherein the super-category of demographics includes at least one of the following sub-categories: general, African-American, Asian, boomers, European, general consumer buying, Generation X, Generation Y/echo boomers, grey market, Hispanic, Latin American, and gay/lesbian marketing.

17. The method of claim 14, wherein the super-category of e-commerce includes at least one of the following sub-categories: general, business to business, Internet taxes, and privacy/security.

18. The method of claim 14, wherein the super-category of sales issues includes at least one of the following sub-categories: general, domestic, exports, imports, and incentives.

19. The method of claim 14, wherein the super-category of safety includes at least one of the following sub-categories: general, ratings, NHTSA, OSHA, airbags, child seats, seat belts, and trunk latches.

20. The method of claim 14, wherein the super-category of environment includes at least one of the following sub-categories: EPA, fuel economy, air pollution, emissions, and general.

21. The method of claim 14, wherein the super-category of general includes at least one of the following sub-categories: dealer issues, general, globalization, and legal.

22. The method of claim 1, wherein the sub-web of corporations in the industry includes at least one super-category.

23. The method of claim 22, wherein the at least one super-category includes at least one of the following super-categories: sales trends, e-commerce, financials, growth/share

matrix, communication positioning, marketing programs, division list, and key issues.

24. The method of claim 23, wherein at least one of the super-categories includes at least one sub-category.

25. The method of claim 24, wherein the super-category of marketing programs includes at least one of the following sub-categories: auto/trade shows, certified used marketing, co-branding, corporate/global advertising campaigns, credit cards, database/direct marketing, diversity programs, event sponsorships, insurance, interactive/internet, magazine sponsorships, marketing aimed at women, marketing aimed at youth, mobility programs, minority marketing, motorsports, movie tie-ins, museum, non-profit sponsorships, outdoor/terminals, radio, regional marketing, safety programs, sports sponsorships, TV sponsorships, and yellow pages.

26. The method of claim 24, wherein the super-category of key issues includes at least one of the following sub-categories: agency/media issues; business planning; dealer issues; history/overview; mergers, acquisitions & partnerships; financing/leasing; other products; parts and accessories; brand issues; environment; international issues; and awards.

27. The method of claim 24, wherein the super-category of general includes at least one of the following sub-categories: legal settlements, net profit, net loss, market share, and stocks.

28. The method of claim 1, wherein the sub-web of each product produced by the industry includes at least one of the following: corporations making the product, product segment index, and product information.

29. The method of claim 28, wherein the product segment index includes a list of product types.

30. The method of claim 28, wherein the product information includes at least one of the following super-categories: future product programs, issues by product-line, manufacturer's overview, media budgets, awards and recognition, positioning statements, marketing , vehicle targets, acknowledged competition, segment issues, sales trends, product info and photos, price ladder, lifecycle positioning, communication positioning, and growth/share matrix.

31. The method of claim 30, wherein the each super-category includes at least one sub-category.

32. The method of claim 31, wherein the super-category of marketing programs includes at least one of the following sub-categories: product/trade shows, brand publications, catalog covers, certified pre-owned, contests/sweepstakes, dealer/delivery programs, direct mail/database, event sponsorship, minority marketing, interactive/internet, introduction, magazine sponsorships, marketing aimed at women, motorsports, movie tie-ins, non-profit sponsorships, outdoor/terminal, owner's programs, co-branding, regional

marketing, safety programs, sports sponsorships, and TV sponsorship.

33. The method of claim 31, wherein the super-category of manufacturer's overview includes at least one of the following sub-categories: agency/media issues; alliances; business planning; image; regional; strategic planning; retail operations; mergers, acquisitions & partnerships; customer service; dealer issues; plant/production/labor; financing/leasing; international; distribution; history; e-commerce; management; and environment.

34. The method of claim 1 further including providing a downloadable sub-web for at least one of the following sub-webs: industry overview, corporations in the industry, and products produced by the industry.

35. A method for providing information services comprising:

(1) reviewing sources of information to select relevant data;

(2) reviewing the data selected in step (1), and selecting at least a portion of the data selected in the step (1) for entry into webpages;

(3) entering the portion of the data selected in step (2) into the webpages; and

(4) arranging and displaying the data entered in step (3) in at least sections: Siteguide, Hot sheet and Alliances

36. The method of claim 35, wherein the Siteguide section includes at least the following sub-webs: industry

overview, corporations in the industry, and products produced by the industry.

37. The method of claim 35, wherein the hot sheet section includes the latest industry marketing-related news, and new sections of or revisions to the website.

38. The method of claim 35, wherein the alliance section includes information made available by companies which provide proprietary research data to website for distribution.

39. A computer system for providing information services comprising an information service website having

at least one product sub-web, the product sub-web including at least one of the following super-categories: future product programs, issues by product-line, manufacturer's overview, media budgets, awards and recognition, positioning statements, marketing , vehicle targets, acknowledged competition, segment issues, sales trends, product info and photos, price ladder, lifecycle positioning, communication positioning, and growth/share matrix;

a corporate sub-web, the corporate sub-web including at least one of the following super-categories: sales trends, e-commerce, financials, growth/share matrix, communication positioning, marketing programs, division list, and key issues; and

an industry overview sub-web, the industry overview sub-web including at least one of the following super-categories: sales trends; growth/share matrix; marketing & advertising trends; media spending; demographics; aftermarket; design &



technology; e-commerce; sales issues; safety; mergers, acquisitions and partnerships; environment; and general.

40. The computer system of claim 39 further comprising a downloadable sub-web for at least one of the following sub-webs: industry overview, corporations in the industry, and products produced by the industry.